

CURRENT

Meeting Professionals International

May 1999

Dallas/Fort Worth Chapter



MPI D/FW Establishes \$7000 Endowment with DCCC Foundation

Meeting Professionals International Dallas Fort Worth Chapter announced the establishment of a \$7,000 endowment with Dallas County Community College Foundation to be used for future travel, exposition & meeting management awards and scholarships. On hand for the presentation were **Mary Darin**, Dean, Human and Academic Development, Richland College; **Ellen Beckert**, Director Corporate Development, The Freeman Companies, Chairperson, Richland College, Travel, Exposition & Meeting Management Advisory Board; **Dr. Kay Eggleston**, Executive Vice President of Economic Development, Richland College; **M.T. Hickman**, Program Coordinator, Travel, Exposition & Meeting Management, Richland College; **Colleen Rickenbacher, CMP**, Vice President Event Planning, Dallas Convention & Visitors Bureau, Scholarship Committee Chairperson, Richland College, Travel, Exposition & Meeting Management Advisory Board; and **Bill Boyd, CMP**, President/CEO, Sunbelt Motivation & Travel Inc., Curriculum Committee Chairperson, Richland College, Travel, Exposition & Meeting Management Advisory Board.

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Chapter website planned!

MPI D/FW Board Approves Funds for www.mpidfw.org

It's official! MPI D/FW's Board of Directors recently voted to approve funds for the development of a chapter website, scheduled to go online this summer.

"This is one of the most important developments we've seen in our chapter's organization in some time," said Tony Cummins (Adam's Mark Hotel), www.mpidfw.org committee chair.

The new site will provide •General Chapter Information, a •Membership Directory, •Chapter News and Events, •Online Registration for monthly meetings

and education programs, and a •Job Bank which will allow jobs and resumes to be posted online.

The new site will feature numerous advertising opportunities such as full-color banner ads and enhanced directory listings for suppliers. A limited number of banner ads will be for sale.

For more information, see the insert this issue of *CURRENT*, or contact Advertising Chair Gregory Pynes (Hand & Associates Marketing Communications), 214-770-1609.

CURRENT MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

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MISSION STATEMENT

Meeting Professionals International is the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. Meeting Professionals International leads the meetings industry by serving the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for both their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings.

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Upcoming Chapter Meetings

May 27, Thursday
Texas Motor Speedway
6:30 p.m.

June 24, Thursday
"Annual Awards Gala"
Morton H. Meyerson Symphony Center
6:30 p.m.

1999-2000 Meeting Dates

Plans are underway for MPI D/FW monthly chapter meetings for the 1999-2000 administrative year. Watch this space for developing details. Dates are:

1999	2000
July 22	January 27
August 26	February 24
September 23	March 23
October 28	April 27
November 18	May 25
December 16	June 22

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ISSUE	DEADLINE
May inserts due May 10	April 16, Friday
June inserts due June 7	May 14, Friday
July inserts due July 5	June 18, Friday
August inserts due August 9	July 16, Friday

CURRENT Deadlines



E-mail copy (Microsoft Word 7/Windows attachment) to
gracie@eaze.net

571-1000

571-1000

President's Message Is Working from Home a Reasonable Option for You?

More and more people are working out of their homes. The virtual office has been in existence for many years but has escalated in the 90's and statistics state that by 2001, one half of all homes will have a home based business. One home base starts every 11 seconds. You may be next!

Here are some basic suggestions to consider before you make that big step to move home or to convince your boss that you can and should be working out of your home or a virtual office.

First, get into a pattern. Wake up the same time every morning (obviously that may need to vary because of an early morning meeting), but get into a pattern. Be ready to go to a meeting if your day would call for it even at a moment's notice. Next, have the space available to work in your home. Do not set up an office in your kitchen or dining room or a location that needs to be relocated every time you need to eat or sleep. This may mean building on to your home, or transforming a room into your office. Have the correct and up-to-date equipment. This includes private lines for your phone and fax, a computer and printer/copier machine.



Colleen Rickenbacher, CMP
Dallas CVB
D/FW Chapter President

Perhaps the most important question before you move home is "Can I afford it?" It costs approximately \$8,000 to set up an office with all the equipment and necessary supplies. Of course, you could spend less or more, but this is an average. Secondly, will your employer (if not self-employed) allow you to move home? It is also proven that it is less expensive to have employees work out of their homes than to occupy space in a downtown office.

Discipline is probably the most important of all traits for those who work at home. Can you work with no immediate supervision and will you provide your company the amount of work and time that is needed? Do you have the computer and the clerical skills to work on your own?

I have an assistant but she is eleven miles away. Because I need many tasks done right away, I do them myself. I have a contract with a company that produce large numbers of copies for me and send out all of my mail.

Working out of your home has many advantages. You have fewer distractions and will not visit for 15 minutes each morning at the coffee pot telling about what you did last night, but you will have different interruptions. Are your children at home? Your partner? Do you frequently have guests in your home? Is there an animal barking in the background of your phone conversation. Is a beautiful day too big a temptation? Will you be tempted to watch television, go shopping, or do household chores?

Remember that you are working and you couldn't get up and go wash a load of clothes in a normal office. Also, is your personal phone ringing? If it is, let it go. The caller will leave a message and it is probably a telemarketer anyway.

Don't think that you will have more time and get a lot more done. You will probably work many more hours than "usual." Your home office is equipped with phone lines and faxes and e-mail so people know how to reach you! You are 10 feet away from your office and you hear the phone ring so you answer it. You have a deadline so you just stay in the office until you get it done. You think of a great idea so you go to your computer to note it before it's forgotten.

My biggest fear when I first moved home almost four years ago was that I would be bored (never), that I would gain weight (don't have time to eat); that people would lose touch with me (I don't think so); that I would not have a re-sale value because I would get out of the mainstream (isn't that funny?!).

You just need to stay active and involved. No one will ever know the difference where you sit to do your work.

I love working from my home. I enjoy working in jeans and slippers—and what a bonus to avoid rush hour drives!

If you have any questions about working from your home, e-mail me at cricken@dallascvb.com. I would love to help you.

MPI

MEETING PROFESSIONALS INTERNATIONAL®
Committed to Educational Leadership

Meeting Professionals International is the world's largest association of meetings professionals with more than 14,500 members in 51 countries and 58 chapters and three clubs. MPI serves as the pivotal force in positioning meetings as a primary communication vehicle and a critical component of an organization's success. MPI leads the meeting industry by serving the diverse needs of members and nonmembers alike through its commitment to quality education, continuous improvement and excellence in meetings while upholding high ethical standards.

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STAR
of the Month—April



"Star of the Month" is a recognition program honoring chapter members for involvement in committees and special programs. All Stars of the Month are eligible for a special drawing for two educational scholarship awards to attend the MPI International Conference or other MPI educational opportunities.



Marcy Roitman
Grapevine CVB

Marcy Roitman is director of sales for the Grapevine Convention and Visitors Bureau. An active chapter member for 41 1/2 years, Roitman always has her hand in the air when a committee needs help. She was a linchpin in helping to plan and execute the PEC when Dallas hosted the conference in 1994. She served as chair of the Star of the Month committee, 1997-98, and remained on board this year, making numerous significant contributions.



To nominate a Star of the Month,
send a fax to Ann Stetson (Le Meridien Hotel), 214-855-1735.

Race to the Finish Line: Reed Discusses Teamwork

By Steven G. Foster, CMP
Circle R Ranch

As the term of MPI D/FW President Colleen Rickenbacher, CMP, begins a final lap toward the finish line, it's appropriate to reconsider her theme—"TEAM: Together Everyone Achieves More"—and evaluate the results of the MPI D/FW Chapter's team effort.

Has MPI D/FW worked together from start to finish to produce a winning season? Find out at the May 27 chapter meeting at The Speedway Club, a brand-new facility at the Texas Motor Speedway in Fort Worth.

Noted Dallas-based consultant Kathy Reed will present her interactive TeamWorks workshop which provides real-time advice, training and problem-solving advice for teams in action.

Reed, who has 15 years of team leadership experience with companies including Xerox Corp. and Compaq Computer Corp., has launched 13 hardware and software product lines through program teams. A graduate of the University of Texas at Austin, she is a member of the American Society of Training and Development, and the National Speakers Association.

The St. Petersburg/Clearwater Area Convention & Visitors Bureau will showcase its unique destinations in a special trade show during the reception hour. A special feature: a prize drawing including airfare for two, a rental car and hotel accommodations at the Don Cesar Resort & Spa.

The Texas Motor Speedway, the newest sports venue in the metroplex, hosts the hottest sports ticket in town—NASCAR Racing. This 154,861-seat race track is the second-largest sports facility in the U.S. (behind the Indianapolis Motor Speedway).

As an after dinner treat, The Texas Motor Speedway will provide the opportunity to race around the track in official NASCAR vehicles.

May committee members are Steven G. Foster, CMP (Circle R Ranch), Dana Nickerson, CMP (Square One Productions), Esther Wigley, CAS (Appointments Professional Advertising) and O.D. O'Donnell (Nightlife Talent & Management Agency).

Hosts from The Speedway Club at the Texas Motor Speedway are: Bernard van Maurik, general manager; and Andy Osborne, assistant general manager & director of special events.

MPI

MEETING PROFESSIONALS INTERNATIONAL®

Committed to Educational Leadership

May MPI D/FW Chapter Meeting

"TEAM: Race to the Finish Line"

—featuring Kathy Reed's TEAMWORKS Workshop—
Trade Show Sponsored By The St. Petersburg/Clearwater Area CVB

Thursday, May 27

The Speedway Club at the Texas Motor Speedway
Highway 114 at I-35W, Fort Worth 76101 • (817) 215-8550

5:00 p.m. Motorcoach Transportation from the Wyndham Anatole (Chantilly Entrance)

5:00 p.m. Motorcoach Transportation from the Westin Galleria Hotel (Front Entrance)

6:00 p.m. Registration & Reception—The Starlight Room—8th Floor

6:00 p.m. St. Petersburg/Clearwater CVB Trade Show—Speedway Club Suites—8th Floor

6:15 p.m. Chapter Orientation—Sam Houston A—7th Floor

7:20 p.m. Dinner—The Texas Grand Ballroom—9th Floor

8:00 p.m. Program featuring Kathy Reed/TeamWorks—The Texas Grand Ballroom—9th Floor

9-9:45 p.m. NASCAR races around the Track!

9:45 pm: Buses depart to both the Wyndham Anatole and Westin Galleria

—Self-Parking at The Speedway Club at the Texas Motor Speedway—

R.S.V.P. to Randie Charnes

by noon, Tuesday, May 25

Reservations rec'd after the deadline

will be placed on waiting list.

•FAX 972-506-7485 (see fax insert)

•rcharnes@msn.com

reserve bus seating on fax reg. form

Advance Registration \$28

Onsite Registration \$35

Guest Registration \$42

May Host Facility

The Speedway Club at Texas Motor Speedway

The Speedway Club at the Texas Motor Speedway in Fort Worth is the Metroplex's newest special event and entertainment venue - a place where luxury meets intensity and elegance mingles with exhilaration. This \$30 million facility had its grand opening in March and includes a health club and spa facility, multi-level restaurant and the 26,000-square-foot Texas Grand Ballroom.

Its Starlight Room Restaurant features three-tiered seating, a marble dance floor and elegant rotunda. The menu features international cuisine and is enhanced with imported Italian silverware and hand-crafted china made especially for The Speedway Club by Eschenbach of Germany.

The 26,000-square-foot Texas Grand Ballroom's spectacular view, nine stories above the Texas Motor Speedway, is accented with 28 crystal chandeliers and two impressive murals—one each for the cities of Dallas and Fort Worth. The Club's library, an expansive racing collection surrounded by rich cherry wood, offers the ideal setting for business or pleasure, and is complemented by a group of well-appointed executive board rooms.

Members and guests also can relax at The Speedway Club Spa, featuring the finest in health and fitness amenities, including massage, manicure, pedicure, aerobics, weight training, tanning salons, steam rooms, sauna rooms, whirlpool, cardiovascular equipment and private lockers.

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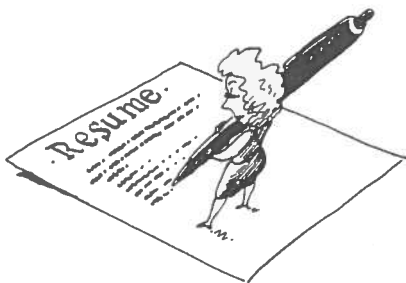
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**Tidbits from the Top
News from
MPI International**

Institutes I & II return to Florida

Institutes I & II will be held
October 24-29, 1999 at the Bay
Point Resort Village Marriott Golf &
Yacht Club in Panama City Beach,
Florida.

These two customized,
integrated certificate programs in
meeting management are designed
as four-day residential immersion
courses.

The program will be offered only
once in 1999. For more information,
call 1.972.702.3067.

—Submitted by
Michelle Carter, CMP, CHSP
(Wyndham Anatole)
MPI D/FW International Marketing Liaison

**Educational
Opportunities &
Upcoming
Industry Meetings
at a glance**



May 22 & 23
CMP University
"Boot Camp" before the exam
Saturday, 9:00 a.m. – 4:00 p.m.
Sunday, 9:00 a.m. – 12:00 noon

June 3-5
Alliance of Meeting
Management Consultants (AMMC)
Houston, TX
Houstonian Hotel Club & Spa
for more info:
www.ammc.org

June 18
CMP/CMM Champions' Breakfast
see page 4 for details

Monday, June 21
New "CMP Exam Dress Rehearsal"
Monday, 6:00 p.m. – 9:00 p.m.
Place: Harvey Hotel DFW Airport
4545 W. John Carpenter Frwy (Hwy 114)
Fee: \$125, members, for all three sessions
Contact: Dana Nickerson, CMP,
214-343-8067
or Mary Lynn Novelli, CMP
214-346-1886

For more information
about any of these educational
opportunities call
Marti Fox, CTC
(BTI Americas) 214-905-8550



Richland College—Meeting Educational Needs for Those in Travel, Expo and Meeting Management

By M.T. Hickman • Richland College

This is the second of a two-part series on the Richland College Travel, Exposition and Meeting Management program.

The Richland College Travel, Exposition and Meeting Management Program continues to work with MPI D/FW to meet the needs of the Dallas/Fort Worth area.

Last fall, Sherri Cook, CMP, Sherri Cook and Associates, worked with M.T. Hickman, program coordinator, Travel, Exposition & Meeting Management Richland College, to create a technology course that would include Cook's work with the MPI Technology Institute.

"It was time for a change for the Technology Institute. I wanted to find a host facility with the computer equipment. Richland's newly upgraded Sabre Lab was the perfect location," said Cook.

The lab, which is used exclusively by Richland College Travel, Exposition and Meeting Management students, includes PC Pentium 200 machines with 32 megabytes of RAM and Internet access.

"The equipment in the lab enabled us to load Richland computers with advanced meeting planning software such as Meeting Trak and Ajenis by PlanSoft software in the technology course. We anticipate developing more technology classes to include new industry software," said Hickman.

"MPI has always been about education and giving to the commu-

nity," said Colleen Rickenbacher, CMP, vice president event planning, Dallas Convention & Visitors Bureau. "We wanted to send a message to high school students that travel, exposition and meeting management were good career options."

In 1997 MPI D/FW established a scholarship program with funds raised by The MPI Kids Charity Ball,

"We wanted our scholarship to be different so we not only help the students financially, but professionally as well by paying for their MPI student membership and pairing them with an industry mentor," said Rickenbacher. "We are excited that two of our scholarship students will graduate this spring and plan to continue their education at the University of North Texas."

"Richland's travel, exposition and meeting management is an exciting program, that continues to grow, but the program needs the support of industry leaders," says Hickman. "You can support the program by hiring a student for an internship, becoming a mentor, helping The MPI Kids Charity Ball, volunteering to be a guest speaker or teaching a class."

Another way to support the program is for you and your employees to attend classes. Credit and non-credit classes are offered during the day, evening and on Saturdays. For more information contact, M.T. Hickman, 972-238-6097.

Take a peek at a really good idea!




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MPI Dallas/Forth Worth Chapter members can take advantage of deep discounts during value periods through August of this year. Chances are that we can match a value period with meeting dates you seek.

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Special
Offer

Nominees for '98-99 Awards Announced; Chapter Winners to be Honored at June 24 Awards Gala

Chapter Planner of the Year Nominees



Cheryl Beasley, CMP
Sabre



Tracey Smith, CMP
Computer Language Research



Patti Wilke, CMP
Independent Planner

Chapter Supplier of the Year Nominees



Kristi Carter
J & S Audio Visual, Inc.



Michelle Carter, CMP, CHSP
Wyndham Anatole



Betty Garrett, CMP
Garrett Speakers International

Chapter Planner of the Year and Chapter Supplier of the Year awards are presented for lifetime contributions to the Chapter in committee and board involvement, meeting industry service, recognition and awards, industry-related speaking engagements and community service.

Rising Star Nominees



Randi Charnes
NCR Corporation



Gloria Hernandez, CMP
Holiday Inn Select
DFW North



Jennifer Felke
The Trade Group



Patty Stern
Carey
Limousine

The **Rising Star** award is presented to a chapter member who has made a significant contribution over the course of the past year and who has been an MPI member for three years or less and has not served on the Board of Directors.

—Chapter award winners
are selected by the Board of Directors and past award recipients.—

MPI

MEETING PROFESSIONALS INTERNATIONAL
Committed to Educational Leadership

Annual Awards Gala

June 24

6:30 p.m.

Morton H. Meyerson
Symphony Center

Celebrate
TEAM Work:

"Together Everyone
Achieves More"

Nominee
for the
**Marion N.
Kershner
International
Chapter Leader
of the Year Award**



Colleen
Rickenbacher, CMP
Dallas CVB

The **Marion N. Kershner Chapter Leader of the Year Award** recognizes the MPI member who has shown exceptional leadership in the meetings industry. Selected by the International Awards Committee, international honors will be announced at the World Education Conference.

April Meeting Highlights

Scholarship Recipients, Program on 'The Magic of Memory' Featured at Crowne Plaza North Dallas



Five high school students, recipients of full one-year scholarships to the Travel, Exposition and Meeting Management Program at Richland College, were introduced, along with their sponsoring mentors, at the April chapter meeting. The scholarships were made possible from the proceeds of The MPI Kids Charity Ball. Scholarship recipients are **Telecia Waites**, Townview Business Magnet; **Karina Gonzales Boreego**, Bryan Adams High School; **Faviola Nuno**, Bryan Adams High School; **Carla Rostro**, Thomas Jefferson High School; and **Joseph Sepulveda**, Thomas Jefferson High School.

**Photos
by
VISTA**



The Puerto Rico Convention Bureau sponsored the April meeting. Attendees visited with Puerto Rico hoteliers and their representatives during the reception.



Eleven past presidents of were honored in a special tribute at the April meeting. All were recognized as "individuals who have helped shape and develop the award-winning D/FW Chapter"



MPI D/FW Chapter members were dazzled when guest speaker **Marguerite Ham** successfully identified about four dozen people she had just met at the April 22 MPI D/FW luncheon meeting at Crowne Plaza North Hotel. Ham, a corporate trainer and author of the book, *How to Remember Anything in 60 Minutes or Less*, shared tips on how to access a hibernating memory. She discussed how to "focus in" when meeting clients, recall names more efficiently, and discover hidden "photographic memory." The founder of MEMOREASE, Ham makes more than 150 presentations a year to groups including Fortune 500 companies nationwide, and provides private in-house corporate training and public seminars.

MPI D/FW announced the establishment of a \$7,000 endowment with Dallas County Community College Foundation to be used for future travel, exposition & meeting management awards and scholarships. Pictured with the "big" check are **Dr. Kay Eggleston**, Executive Vice President of Economic Development, Richland College; and **Bill Boyd, CMP**, President/CEO, Sunbelt Motivation & Travel Inc., Curriculum Committee Chairperson, Richland College, Travel, Exposition & Meeting Management Advisory Board. (See related photo, page one.)



Photos by VISTA

Hall of Fame

Please salute the following companies and individuals for their contributions to the April meeting at Crowne Plaza North Dallas.

Featured Speaker

Marguerite Ham
Memorease Inc.

Provided by Garrett Speakers International

Meeting Sponsor

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Michele Woodward
Harold Rodriguez

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Crowne Plaza North Dallas
Amy Strawn, Catering Manager

AV Services

AVW Audio Visual
Braden McDonald, Director Audio Visual Services

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AVHQ/Event Staging
Rob Keating

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Linda Armand

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Patty Stern

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Special Events & Sponsorships

Do You Leave Money on the Table?!

By Gregory Pynes • Hand & Associates Marketing Communications

Most meeting professionals have been approached, given advice, or engaged in sponsorship solicitation—and possibly felt slightly inadequate to plumb the large dollar sponsorships often associated with special events.

As an event production, publishing, and advertising firm, Hand and Associates Marketing Communications (H&AMC), is often involved with sponsorship development and servicing. Given that this revenue source is a key component of our business, I had to get over my “cold call” resistance. Assuming that many of us will be faced with the call for sponsorships in our businesses—what have I learned?

It is critical to understand the difference between *sponsorship* and *philanthropy*. When we give money to a charity for the express purpose of giving, this is philanthropy—the support of a cause without commercial incentive. Sponsorship is undertaken in order to achieve marketing goals.

The growth in sponsorships as a qualitative medium is associated with opportunities to achieve marketing goals through onsite sampling, access to a live audience, as well as the traditional client entertainment.

Companies look to add sponsorships to an integrated marketing plan that includes advertising, public relations and sales promotions in order to accomplish the following goals: •Heighten visibility, •impact consumer attitudes through a commitment to a particular lifestyle, •to differentiate product, •entertain clients, •for merchandising opportunities, •to showcase product attributes, and above all, •to drive sales.

The seasoned professional knows the value of the event, whether we are representing the rightsholder or are the rightsholder. It is imperative that we know what benefits are offered by the event—and the value of the benefits.

Those responsible for reviewing sponsorships look at the values offered by a property. The typical measure used is a 1.5. to 2 point ratio. If we have valued title sponsorship at \$20,000, the benefits to be realized by the sponsor would be \$30,000-\$40,000. As the rightsholder for the event, we need to be able to value the benefits so that the potential sponsor can make an informed assessment.

Seeking sponsorship possibilities? Among many sources is the local newspaper. Review the paper every day, taking note of logos in ads for big events. Then research the company and tailor a proposal to address the company’s “hot buttons” concerning the use of sponsorships.

Asking what the sponsor wants to achieve can mean the difference between getting the sponsorship, or a “no.” It can also be a factor in the game of negotiation—leaving money on the table.

Always explore the marketing goals of the company. You may find additional revenue opportunities for the event. Case in point: H&AMC owns and produces the largest amateur volleyball event in the country. Our title sponsor is a premium bottled water. Through negotiations we learned that we could double our sponsorship amount by creating a sale through opportunity for their product at an agreed upon retailer.

Sponsorships should be viewed as a means by which to enhance your event, through association with sponsors, cost recovery, and more bottom line for your organization.

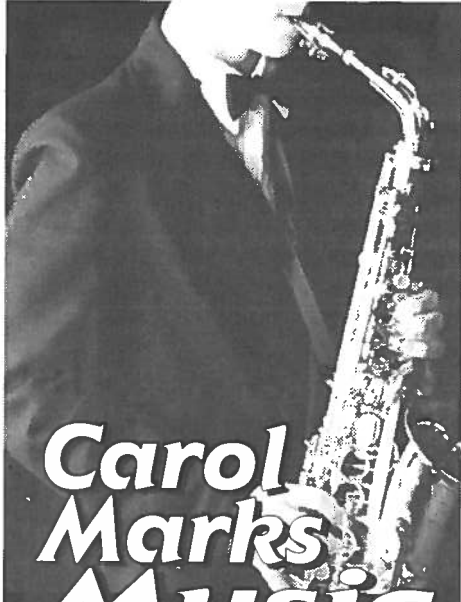
MPI D/FW Mailing List and Labels For Sale



The MPI D/FW mailing list, which consists of approximately 820 meetings professionals, can be purchased in ready-to-mail label format. The list, which is updated monthly, is sorted alphabetically, or by planner or supplier categories.


The cost is \$150 for MPI D/FW members; \$250 for members of other MPI Chapters; and \$300 for non-members.

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SPOTLIGHT: CHAPTER PARTNERS

"Spotlight: Chapter Partners" is a new feature recognizing various individuals whose companies support involvement in Meeting Professionals International by donating their time, talent and services to the D/FW Chapter.



Debbie Meyers

BRAVO! Entertainment
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Dallas, TX. 75367
Phone: 972-939-2525
Fax: 972-939-0312
bravo@4u.net
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If you go looking for Debbie Meyers at an MPI D/FW Awards Gala, you'll need a good set of directions backstage. That's where she spent her time last year—co-producing the annual event—and she'll be there again at this year's Gala next month at the Morton H. Meyerson Symphony Center.

It's a location she's well suited for. BRAVO! Entertainment, the company she established in 1994, specializes in celebrity entertainment coordination, theme entertainment and event production. Meyers has helped make the MPI D/FW Awards Gala one of the best shows in town, and since joining MPI in 1983 has worked regularly on both the Program Committee and The MPI Kids Charity Ball.

"Besides all the fantastic friendships I've made, I have to say that learning about all aspects of event planning and production is the greatest benefit I've received from my MPI membership," says Meyers. "Through MPI committees I have been able to get hands-on experience in areas outside of entertainment production which helps tremendously in working with my clients."

Her advice to new MPI members? "Get involved, it's the only way to go! You'll be able to network but most importantly you'll make new friends."

Meyers, awarded the 1997 National Affiliate of the Year by the National Association of Catering Executives (NACE), is also an active board member of the International Special Events Society (ISES) and a member of the Society of Texas Entertainment Professionals (STEP).

If you're looking for Meyers sometime around Dec. 31 this year, you'll need to look a lot further than backstage at a local event. She'll be producing a Millennium New Year's event in Tokyo Japan!

Betty Garrett, CMP is involved. Just check out her MPI D/FW Chapter resume.

Since 1994, she has been a member of the Program Committee, serving as Director of Programs in 1997-1998 and currently as the Vice President of Programs. A member of the chapter's Board of Directors since 1997, she also has worked on the Education 2000 Task Force, the Nominating Committee, the Executive Workshop/Brown Bag Committee and the Awards Gala Committee.

In recognition of her commitment to MPI D/FW, fellow members this year honored Betty with a nomination as Supplier of the Year. So what is her advice to new MPI members? *Get involved and stay involved.*

"There are so many networking opportunities and professional growth benefits from being active on a committee," says Garrett, who joined MPI in 1986. "The benefits of involvement in MPI are there waiting for anyone who steps forward."

After 35 years of combined work experience in hospitality, education and training, Betty and husband, Gene, made a bold decision in August 1993 to step out on their own. They opened Garrett Speakers International, representing a broad base of celebrities, entrepreneurs and professional experts, but it's the concept of "chemistry" which sets GSI apart.

"You can have the best expert in the world on a particular subject, but if the chemistry is not right between the client, speaker and audience, then nothing works," says Garrett. "We understand all sides and know what it takes to produce an effective event."

Producing great events has also been the benchmark of Garrett's term as MPI D/FW Vice President of Programs. In eleven months, she and her committee have presented members with some of the best-rated educational offerings in recent years, while showcasing a variety of facilities and venues. In cooperation with the Administration Committee, the process of registering for monthly meetings also has been streamlined—gathering the highest rating ever for the process.



Betty Garrett, CMP

Garrett Speakers
International
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Irving, TX. 75015-3448
Phone: 972-513-0054
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For more information:

- Patty Stern, 214-638-4828
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When longtime MPI D/FW Chapter contributor and previous board member Jan Pollard died in February 1998, MPI D/FW renamed the Professional Growth Award program—benefiting ongoing professional educational needs of chapter members—the Jan Pollard Award for Professional Growth.

To participate on the JPA committee, apply for scholarship funds, or donate prizes for monthly drawings, contact Gail Lemaire (Hotel InterContinental Dallas), 972-789-3037.



M.T. Hickman
Richland College
'Grapevine' Columnist

Heard it through the Grapevine!



Mitchell Cathey
Texas De Brazil Grill House
'Grapevine' Columnist

Paula Bruton, CMP, was named director of catering at *Lombardi Mare*. She was formerly with Morton's of Chicago Steak House.

Mitchell Cathey is the new director of sales for *Texas De Brazil Grill House*.

Shannon Christo, sales manager, *Dallas Convention & Visitors Bureau*, and her husband Stephen are expecting their first child in August.

Karen Coughlin, CMP, has been promoted to assistant general manger, *The Embassy Suites Dallas Park Central*. Her former position was director of catering at Park Central; she held that position through Culinaire International.

Brenda Miller CMP, left the *Malibu Speed Zone* to pursue new interests.

When **Steven and Wendy Foster**, Circle R Ranch, recently received the Certified Meeting Professional designation, they made MPI history as being the first married couple to both have "CMP" after their names.

Alicia Harrison, sales representative, *Gourmet Dallas*, and her husband Philip are expecting their first child in October.

Dana Grant-Lodge was promoted from sales manager to director of sales and marketing, *Trail Dust Steak House*, Texas and Colorado areas.

Candice Haun was promoted from event manager to director of sales, *Sega Gameworks*.

Ann Renneker, associate director of catering, *Fairmont Hotel*, and her husband Bob are expecting twins in October.

To submit items for this column contact

M.T. Hickman
(Richland College)
972-238-6097; fax 972-238-6333, or
mthickman@dcccd.edu; or
Mitchell Cathey
(Texas De Brazil Grill House),
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The MPI D/FW Chapter Board of Directors recently approved funds to develop a web site for the chapter. One feature of the new web site will be the Membership Directory, and we want to include your e-mail and www addresses along with your name, address, and phone/fax numbers. **Please fill in this form and fax to Randie Charnes, D/FW Chapter Administrator, at 972-506-7485. Or, e-mail this information to Randie at rcharnes@msn.com.**

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Elizabeth Freeland PO⁴D 2
Alliance Data Systems
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e-mail addr: bfreetand@alldata.net

Vonda R. Galyean PO⁴D 3
Summerfield Suites Hotel
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Dallas, TX 75248
972/661-3113 (phone) & 972/661-5010 (fax)

Jennifer A. Geilich PO⁴D 4
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Diana L. Goldfarb PO⁴D 3
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Wingate Inn
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972/751-1031 (phone) & 972/465-0111 (fax)

Gary E. Hammond PO⁴D 3
Texas Society of CPA's
1486 Montfort Dr #150
Dallas, TX 75240-671
972/687-8693 (phone) & 972/687-8696 (fax)
e-mail addr: ghammond@tscpa.net

L. Steven Haynes PO⁴D 6
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Elizabeth L. Malveaux PO⁴D 3
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Darrell Marciniak
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Michael R. Nielson PO⁴D 1
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